

# MISSOURI DIVISION OF TOURISM

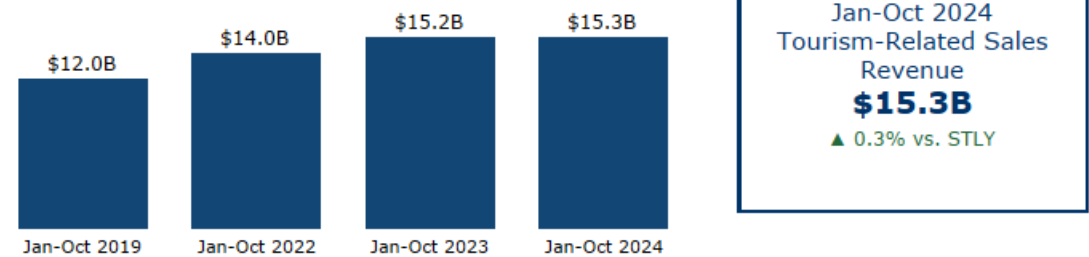
December 2024 Missouri Travel Barometer  
(Data available as of 1/10/2025)





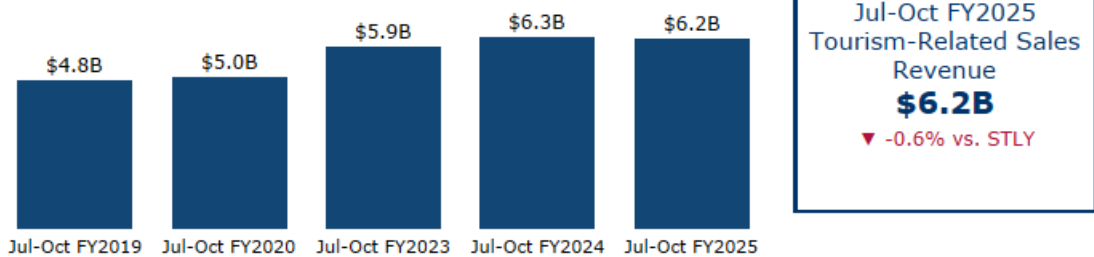
Calendar Year-to-Date

Tourism-Related Sales Revenue by Year  
Calendar Year

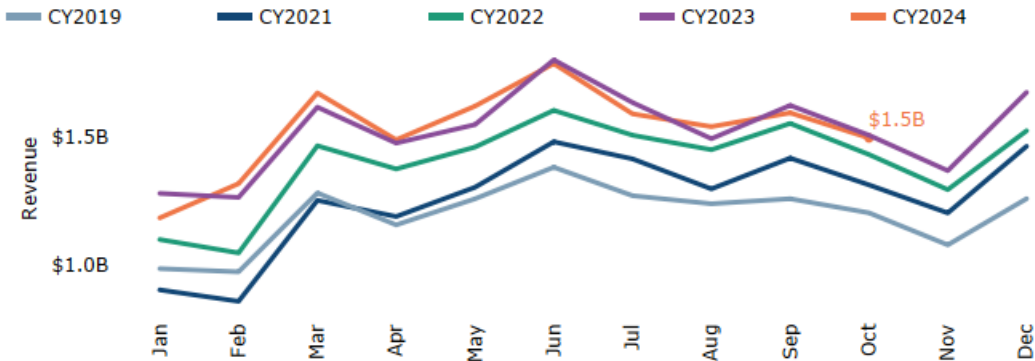


Fiscal Year-to-Date

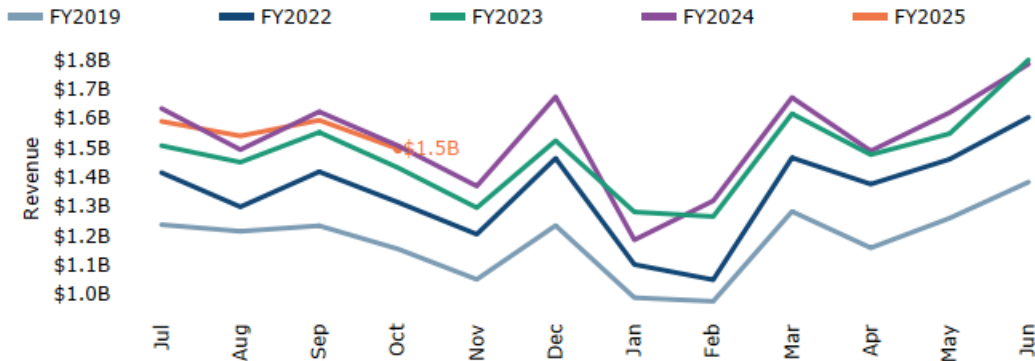
Tourism-Related Sales Revenue by Year  
Fiscal Year



Tourism-Related Sales Revenue by Month  
Calendar Year



Tourism-Related Sales Revenue by Month  
Fiscal Year



Note: NAICS codes fluctuate by month and by season even in a normal year  
STLY = Same Time Last Year



Hotel Performance

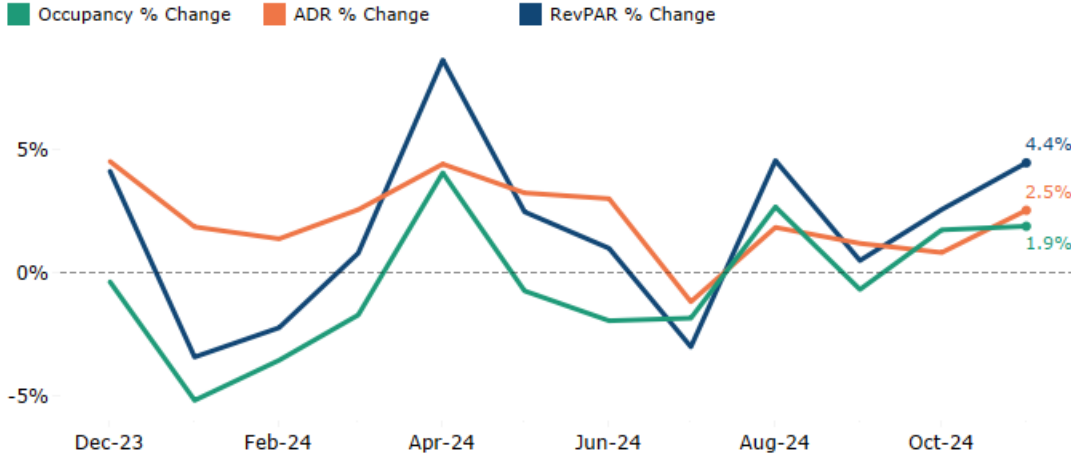
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Nov 2024	53.4%	\$119	\$64	3.3M	1.7M	\$206.8M
Change vs. Previous Year	▲ 1.9%	▲ 2.5%	▲ 4.4%	▼ 0.3%	▲ 1.6%	▲ 4.1%
Year-to-Date	57.2%	\$122	\$70	36.1M	20.6M	\$2.5B
Change vs. Previous Year	▼ 0.4%	▲ 2.0%	▲ 1.6%	▼ 0.4%	▼ 0.8%	▲ 1.2%

Short-Term Rental Performance

	Occupancy	ADR	RevPAR
Nov 2024	35.8%	\$205	\$73
Change vs. Previous Year	▼ 2.8%	▲ 10.0%	▲ 7.0%
Year-to-Date	36.9%	\$210	\$78
Change vs. Previous Year	▲ 0.9%	▲ 6.0%	▲ 7.0%

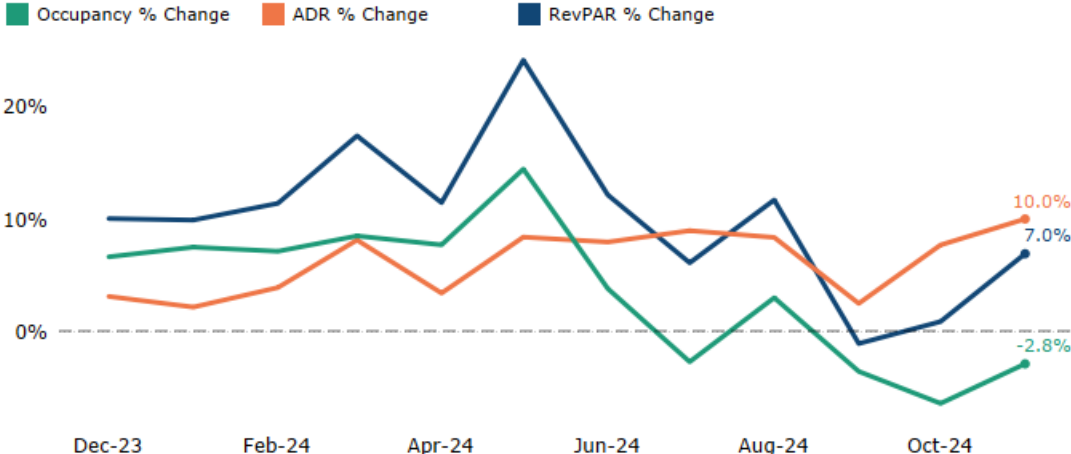
STR Monthly Lodging Trends

% Change from Previous Year



KeyData Short-Term Rental Monthly Lodging Trends

% Change from Previous Year

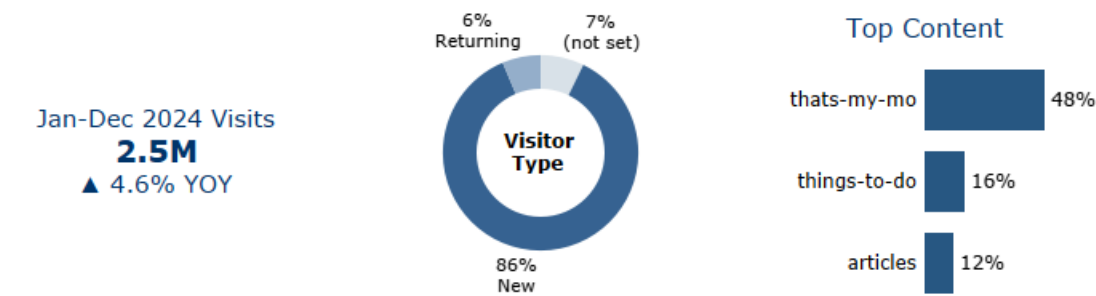


Source: STR  
Republication or other re-use of this data without express written permission of STR is strictly prohibited.

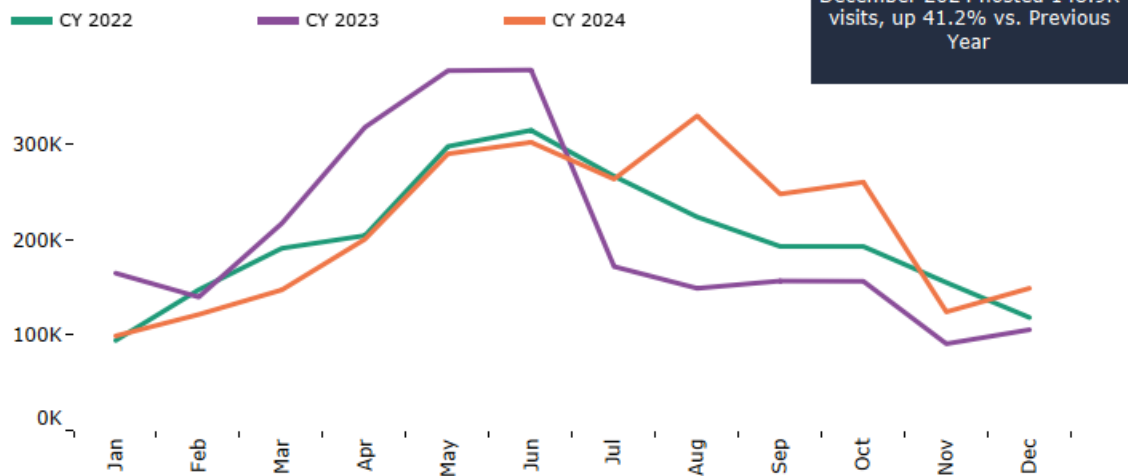
Source: KeyData  
KeyData listings include short-term rental properties listed by websites like Airbnb and HomeAway. Data from KeyData starts in September 2021



Calendar Year-to-Date



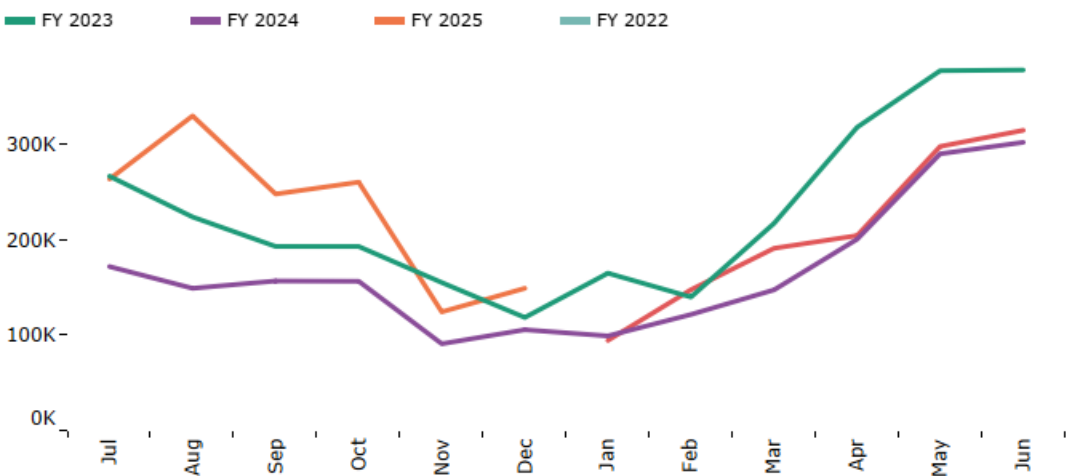
Calendar Year Visits to VisitMO.com by Month



Fiscal Year-to-Date



Fiscal Year Visits to VisitMO.com by Month





Travel Guide Fulfillment

Dec 2024  
**450**  
▼ -42.9% vs. STLY

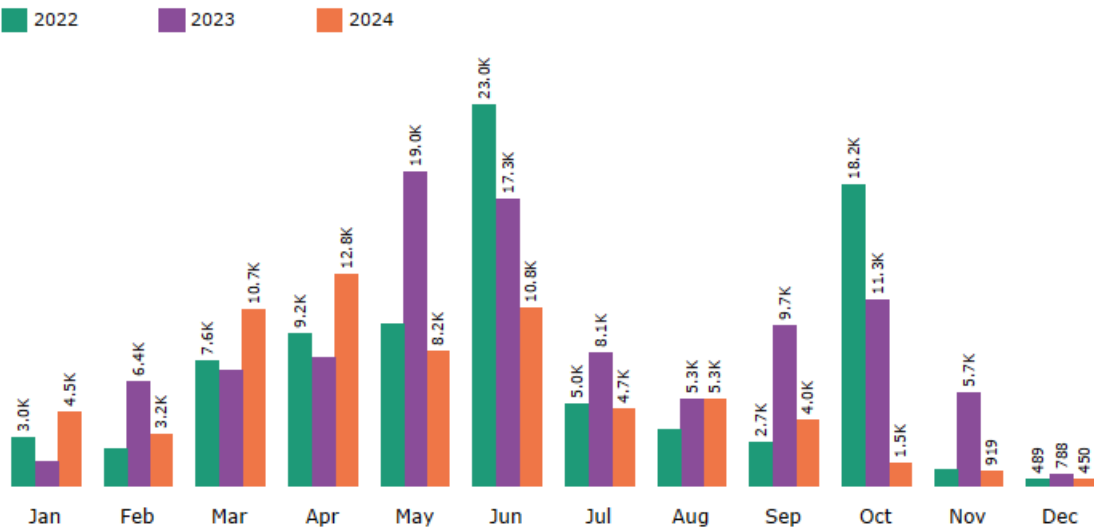
Jan-Dec 2024  
**67.0K**  
▼ -33.1% vs. STLY

Welcome Center Visits

Dec 2024  
**19.6K**  
▼ -19.5% vs. STLY

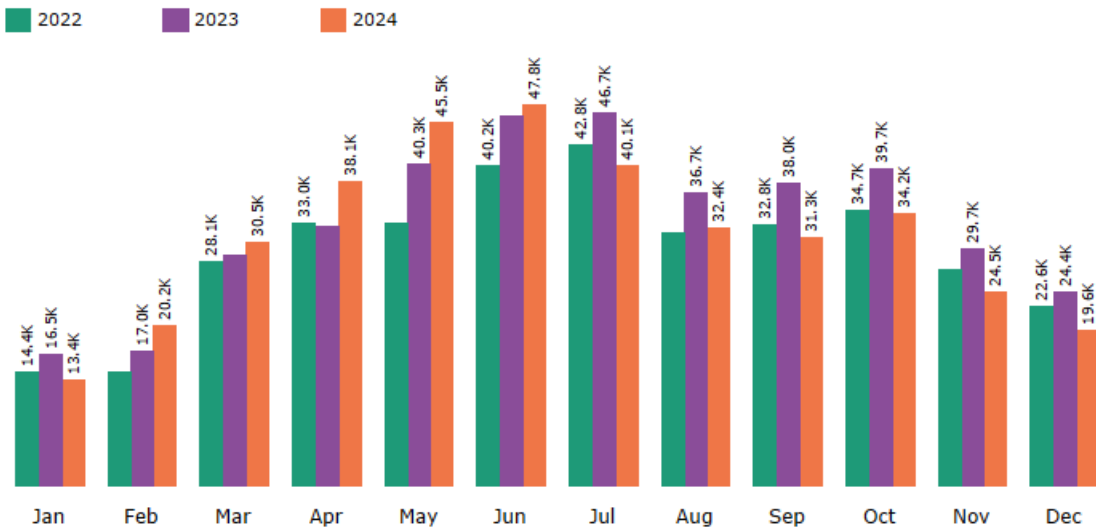
Jan-Dec 2024  
**377.5K**  
▼ -4.9% vs. STLY

Fulfillment of Travel Guide Orders from All Sources by Month

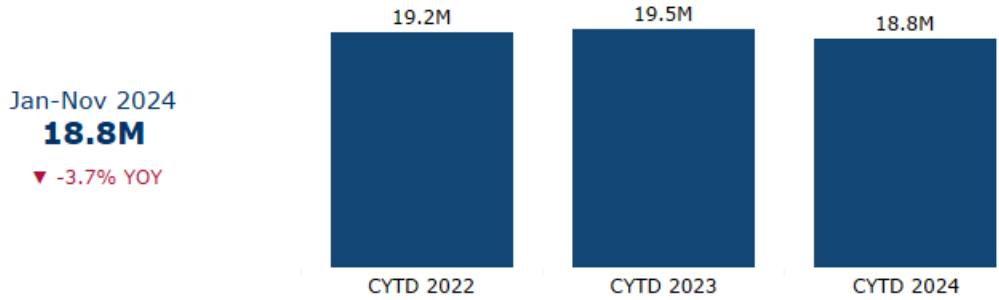


Note: Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

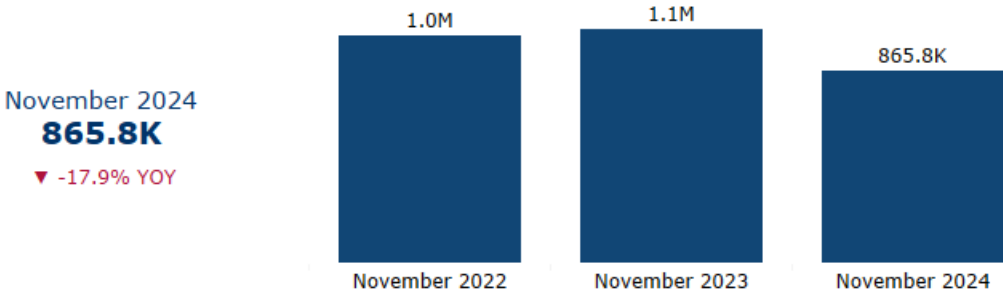
Welcome Center Visits by Month



### Calendar Year-to-Date Visitation

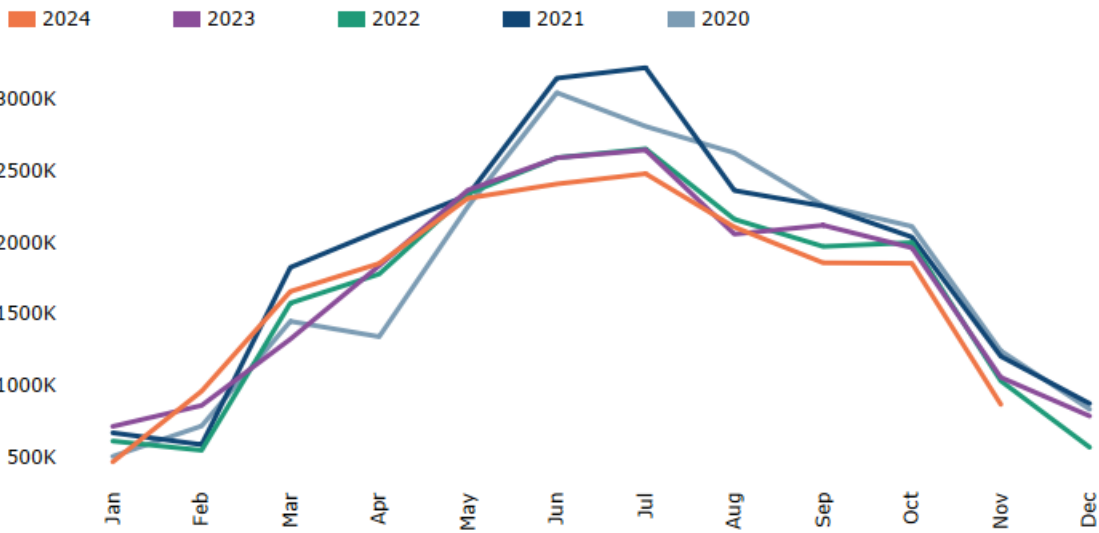


### Monthly Visitation



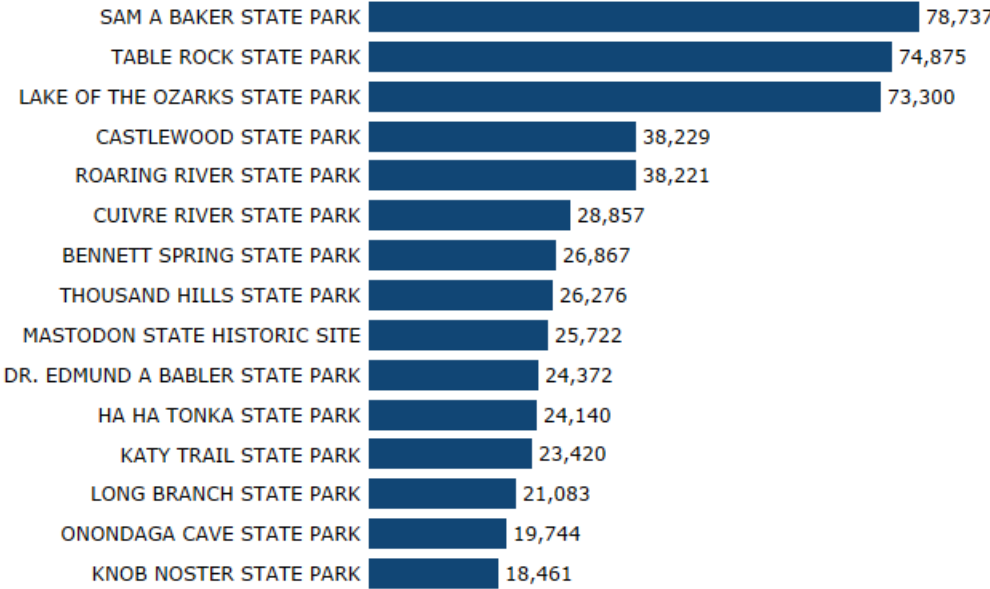
### State Parks Visitors by Month

All Missouri State Parks

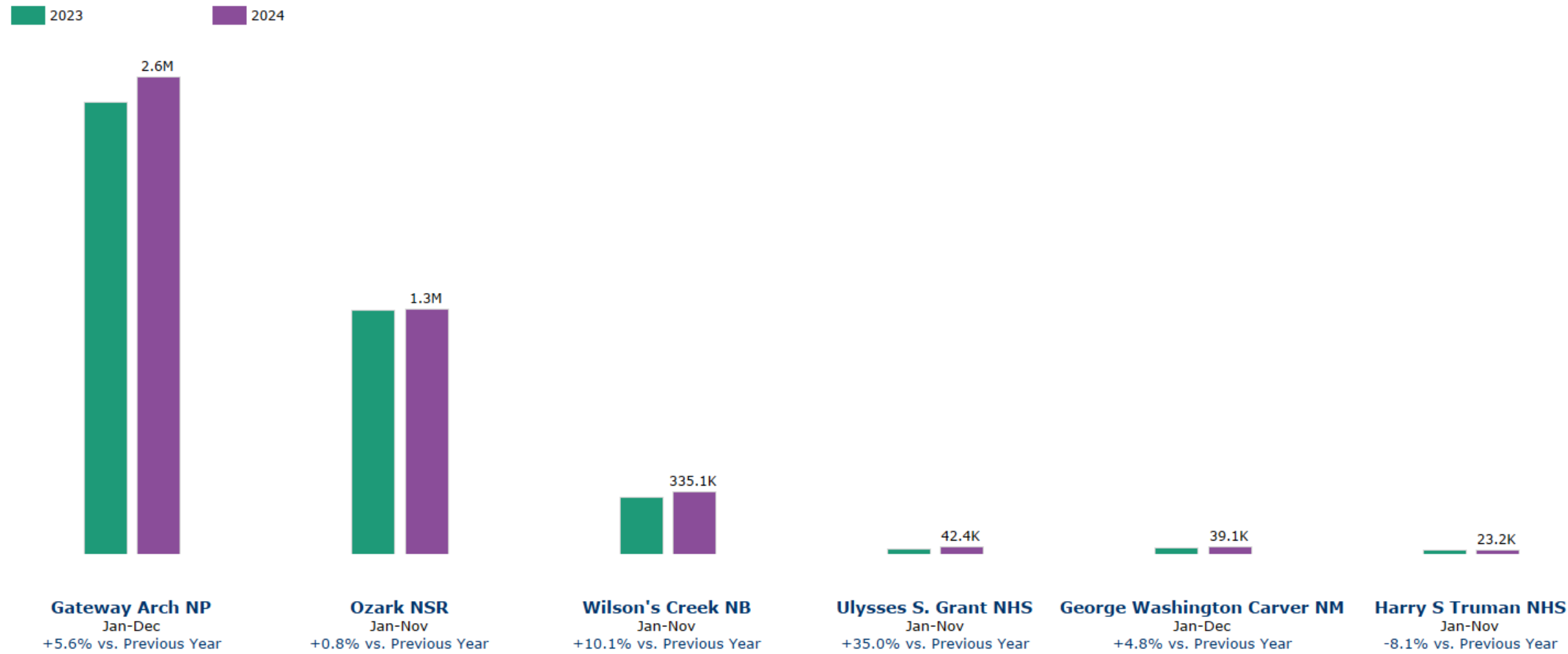


Note: Monthly state park data collection started in September 2019

### Most Visited Missouri State Parks in November 2024



Attendance by Park



# Missouri Throughput by Airport

November 2024

Month  
November 2024

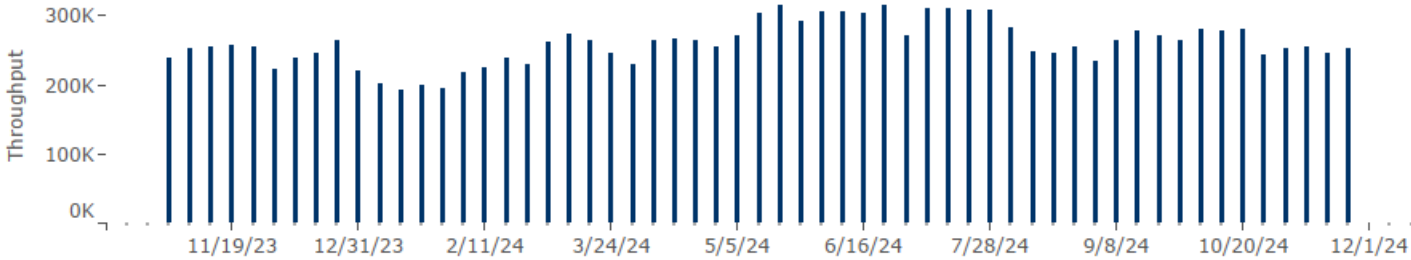
State  
Missouri

Compare to  
Previous Year

Report Type  
Month

## Throughput by Week

State: Missouri; Airport: All



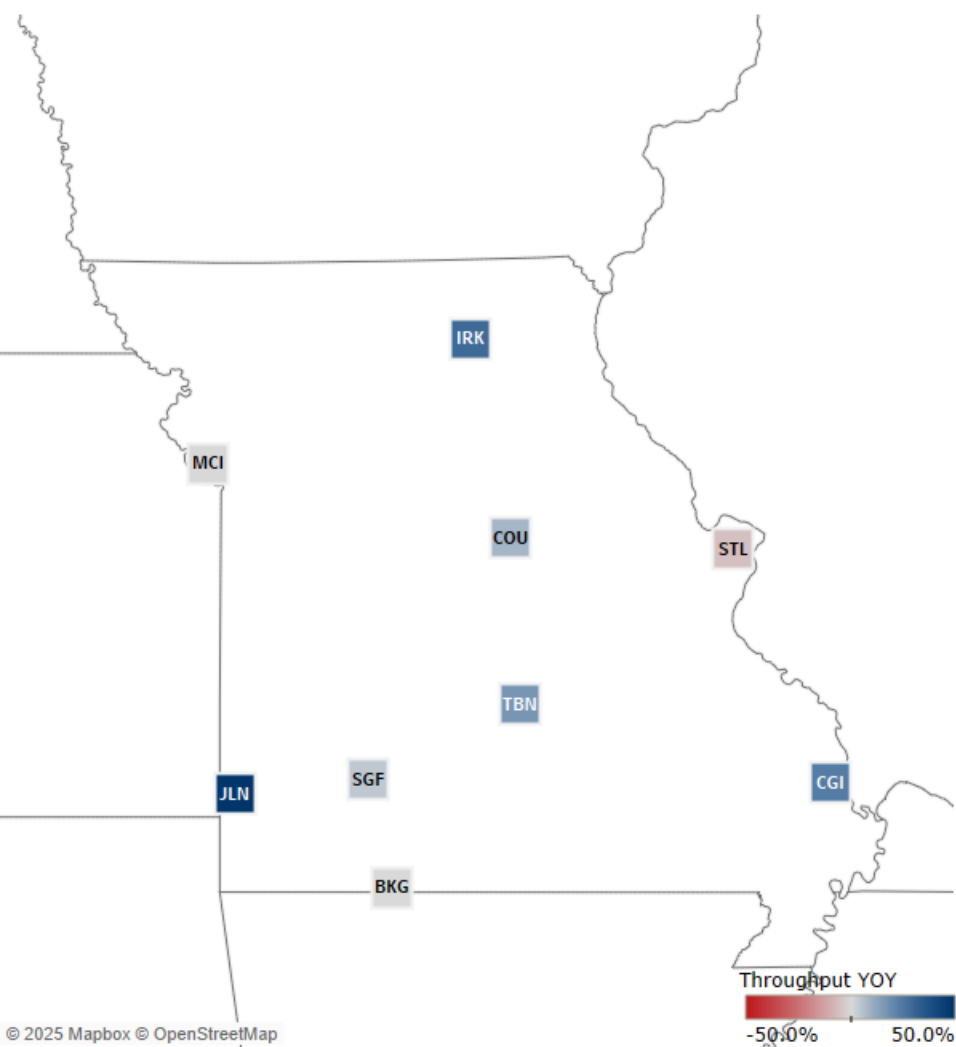
## Missouri Airports

Throughput for the last 6 months, % change compared to 2023

	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24
All Airports	6%	4%	5%	1%	-1%	-2%
St. Louis Lambert International	6%	4%	6%	2%	-1%	-6%
Kansas City International	4%	3%	3%	-1%	-1%	0%
Springfield-Branson National	15%	11%	13%	9%	4%	4%
Columbia Regional	9%	3%	6%	15%	11%	8%
Joplin Regional	31%	51%	56%	59%	52%	49%
Cape Girardeau Regional	22%	11%	24%	1%	36%	24%
Waynesville-St Robert Regional Forney Field	14%	25%	13%	1%	9%	17%
Kirksville Regional	68%	100%	54%	48%	23%	29%
Branson Airport			-100%	-100%	-100%	-100%

## Map View of Airports

November 2024 Month, % change relative to 2023  
Click on airports to sort Throughput by Week chart





# Airport Throughput by State

November 2024

Month: November 2024    Primary State: Missouri    Comparison State 1: Missouri    Comparison State 2: Missouri    Compare to: Previous Year    Report Type: Year-to-Date



### Missouri Throughput

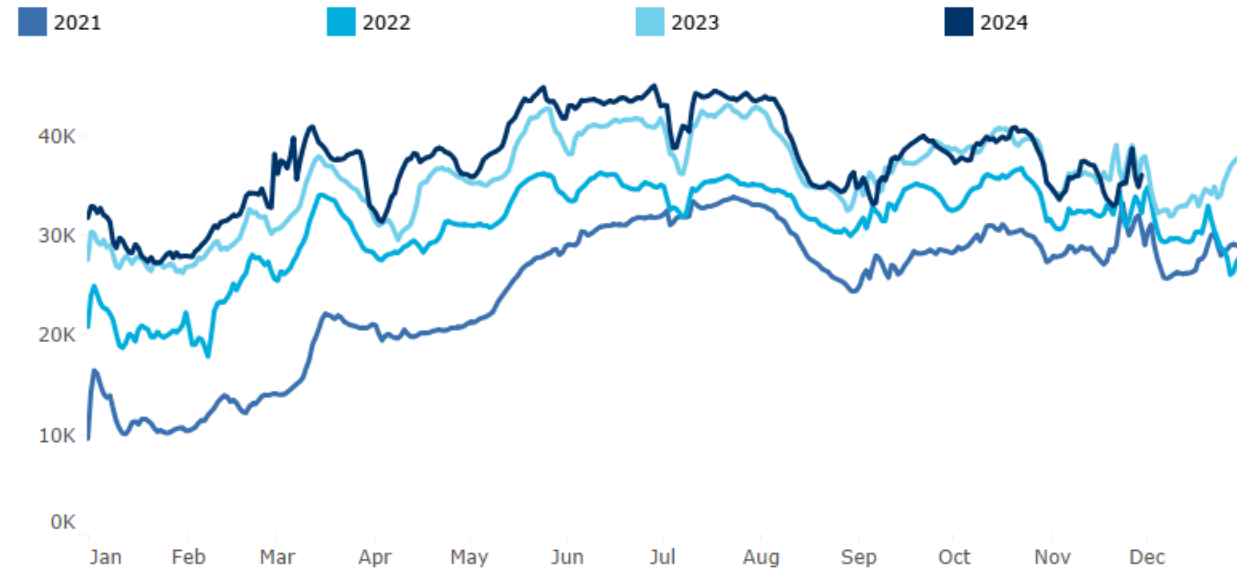
November 2024 Year-to-Date

**12.5M**

MOM: ▼ -6.9%    November 2024 YOY: ▼ -2.4%    November 2024 vs. 2019: ▲ 2.9%    Year-to-Date YOY vs. Previous Year: ▲ 4.4%

## Throughput: Missouri

7 day moving average trend




## Competitive Set Throughput

Last 6 months, vs the same months in 2023

	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24
Missouri	+6%	+4%	+5%	+1%	-1%	-2%
Missouri	+6%	+4%	+5%	+1%	-1%	-2%
Missouri	+6%	+4%	+5%	+1%	-1%	-2%
USA	+7%	+5%	+5%	+2%	+1%	+0%

## Throughput by State of Departure

November 2024 Year-to-Date vs the same time period in 2023 (Click to filter)

Throughput YOY  
-50.0%  +50.0%

